

Realtors® Report

August, 2007

NEW DIRECTORS ELECTED. . . .

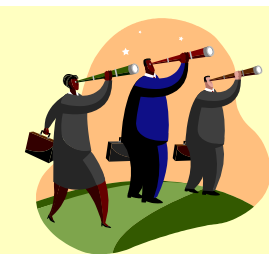
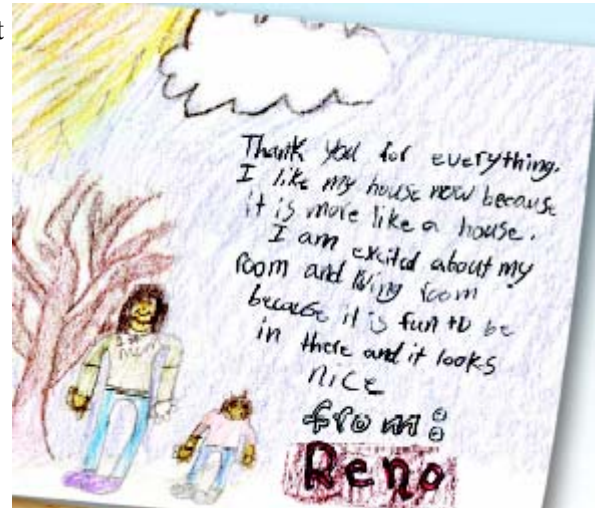
Congratulations to our new directors, **David Masterjohn** and **Quincy Chapman!** **Aaron Brunette** was elected as an alternate and will serve in the event there is a vacancy on the Board of Directors. Dave and Quincy, along with our officer team of **David Dresel**, **John Flor** and **David FitzGerald**, will be installed Sept. 20 at Lake Wissota Country Club.

The election results were very close—only 20 votes separated them. Our Association is fortunate to have members willing to give of their time and talent to serve. While the role of the Board of Di-

rectors is very important, the real heart of the Association is the work of the committees. If you'd like to help us continue to be an organization that meets the needs of its members, please volunteer to serve on a committee. President-elect **Dave Dresel** is selecting committee chairs now—contact him at 715 577-4253 or ddresel@brenizer.com to volunteer. You'll be a part of the group that plans the programs and services the Association offers and have a great opportunity to work with fellow members who may be involved in your next transaction, which may help make it go smoother!

REALTORS® FOUNDATION—MAKING A DIFFERENCE!

When you receive your annual dues statement next month, remember the \$35 voluntary contribution to the Foundation is used to directly help residents in our area with desperately needed home repairs. With so many county budgets facing cuts, funds for repairs like the ones made at Reno's home are becoming more scarce, so our Foundation is filling a big need. Although the average grant is small—less than \$1000—its effect is big. The recipients are appreciative and recognize the grants come from area Realtors®, so while the Foundation helps those in need in our Association's jurisdiction, it also enhances our image. Please support the Foundation with your voluntary, tax-deductible contribution in your dues or by a direct contribution, Remember Reno and be generous!



Looking

Ahead

August

- 2. Golf outing/Mill Run
- 3. WRA BOD meeting
- 8. Public Relations, noon
- 9. BOD meeting, 9 AM
- 15. Convention reg discount deadline
- 16-17. . . . Leadership training, Chicago

September

- 3. Labor Day, RANWW closed
- 12. . . . Education Committee, noon
- 13. . . . Foundation BOD, Turtleback
- 13. . . . Orientation, WITC, Rice Lake
- 14. . . . MLS Committee meeting, 8 AM
- 20. . . . Installation banquet/Chippewa
- 23-25. . . . Convention, Kalahari

REALTORS® ASSOCIATION OF NORTHWESTERN WISCONSIN

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The Voice for Real Estate in Northwestern Wisconsin

...MEMBERSHIP NEWS...

The following people have made application for Realtor® membership; in accordance with the bylaws, written comment, which shall be kept confidential, is invited.

Gregory Brueshaber	Sonrise Realty	Linda Matchey	Sonrise Realty
Jacob Christenson	ReMax Affiliates	Rebecca Merdan	RAM Realty
Chase Collins	Prudential Benrud	Connie Rae Meyer	Andale Real Estate
Shannon Kurkowski	Edina Realty/Siren	Andrew Morrison	Hansen & Young
Leah Margan	MidAmerica Realty	Nora Shaide	CB Brenizer/Menomonic
Noreen Mason	CB Brenizer/Chippewa		

A new member orientation for these applicants and others who have not yet satisfied the membership requirement will be held on September 12 at WITC in Rice Lake. . . . Welcome to our newest affiliates, **Gerald Bauer** of JB Systems, LLC and **Donavon Bowe** of Bowe Home Inspections. You can contact them or any other affiliate member by using the search function on our website, ranww.org. We make it easy for you to help support our affiliate members who help support our Association! . . . Congratulations to **Debra Peters** and **John Martenson** on earning their CRS designations and to **Tom Kujawa** for receiving the ABR designation. They've demonstrated their commitment to professionalism by earning these prestigious designations. If you're planning to pursue a designation (studies show members who have advanced training earn more), consider reserving April 3-4 of next year to complete the SRES course in our Education Center in Eau Claire. . . . Thank you to **Jane Fisher** for presenting a workshop on buyer agency in our education center. Jane is practicing the Code of Ethics by willingly sharing her knowledge with fellow Realtors®.

WISCONSIN REALTORS' ASSOCIATION
convention
2007

007
Licensed to Sell

09.23-26.2007 | Kalahari Resort

JOHN FLOR TREASURER left MIKE SPRANGER CHAIRMAN center MIKE MULLEADY CHAIRMAN-ELECT right

WRA MORE AT WRA.ORG/CONVENTION07

Here are just a few of the events offered at the annual convention:

- * Designation classes
- * Four real estate CE modules
- * Seven hours appraisal CE
- * Commercial track
- * Technology track
- * Broker track
- * Numerous workshops

In addition to all these educational opportunities, you'll be able to network at the icebreaker and the 007 dance party!

→Again this year, WRA is awarding a complimentary registration fee to a member who has never attended an annual convention. If you'd like to be entered for the drawing for the free registration, contact Joan at the Association office by Sept. 1. Take advantage of the discounted registration fee by registering before August 15. You can register online at wra.org, or by phone (800.279.1972).



When you're thinking conventions, don't forget the NAR convention Nov. 13-16 in Las Vegas! In addition to great education, this convention offers nationally-known speakers and a HUGE expo of the products and services you use in your business.

SPOTLIGHT ON . . . Ken Fulgione by Mary Hafenstein



This month I visited Eau Claire through the Internet for a visit with Ken Fulgione, shown here as the Little Grump!

Mary: Ken, would you share with the membership a little bit of information about yourself and how long you've been in the business?

Ken: I've been in the housing industry for over 35 years. . . .but did not discover the benefits of being a Realtor® until four years ago.

Mary: My sources tell me you are very involved in neighborhood groups and are an active volunteer. Can you share with us how your community involvement reflects on your business?

Ken: Community involvement is like networking for a retired workaholic. I volunteer for a number of committees and boards that I am interested in such as Landmarks, Historic Homes, the Zoning Board of Appeals for the City as well as the Community Table, Community TV, Third Ward Neighborhood Association and the Coalition of Neighborhood Associations. I volunteer because I believe the only way you can help to make the community you live in a better place for your grandchildren is to volunteer your time to help make it that way. Those who show up help make the decisions. Not sure if it really adds to my real estate business, but the activity keeps me out of trouble and satisfies my liberal leanings!

Mary: It's my understanding that from a phone call from a customer inquiring about a house you had listed you were able to assist the family in not only housing but clothing, furniture and other necessary items after the family lost everything in a fire. Would you share with the membership what it took to accomplish this impressive task?

Ken: I had a floor call from a lady looking for a home for her former daughter-in-law. In discussing their needs, I learned her former daughter-in-law was a single mom with four children who had recently lost everything in a rental home fire. It is one thing to read about it in the paper. . . .it is different to actually meet the person in need. By putting out the word over my network of fellow Realtors®, neighborhood associations and my email network of friends, neighbors and past business acquaintances, we were able to set up a benefit fund at RCU, get an article in the Leader Telegram and accumulate a great amount of clothing, games, furniture and household items for the family. It was actually only a small amount of their real needs. (Money is still needed and can be directed to Benefit Fund for the Andrea Johnson Family at RCU). . . . And I probably received the greater benefit by being able to help a person in need and be able to touch the many responders who came to her aid. That creates a very good feeling in yourself. All I did was send out a few emails and make a few phone calls. . . the network of people I was able to reach did the real work of giving. It was a slow week at the office—one of the benefits of being a Realtor® is you can choose who you help and how. . . .and they pay you in different ways.

Mary: Would you like to share a highlight of your career that stands out when you look back over the years?

Ken: After selling my fireplace and lighting business, I retired for four weeks. . . .well, sort of. . . .I started organizing an annual Blues Festival which I still put on every fall in Owen Park. Around the 3rd or 4th week of working on the festival, Muriel, my wiser half, informed me I either had to get an office or get a job because I was driving her crazy making messes around the house. So, after ruling out being a home inspector, (too much work), I decided to try my hand at helping people buy and sell homes. . . .Since I had been self employed, liked to talk and had worked in the housing industry for 35 years, being a Realtor® seemed a natural. It has been great. If you work hard, make a plan and work the plan, you make money AND when a home deal is done, you get to meet some nice people and visit some cool homes around town. Then when everyone is happy (assuming you do your job right) - they pay you for making them happy! I like that (especially the pay part) and I still have time for community volunteering and organizing my annual Blues Festival.

.. See you in Owen Park September 15th. FREE BLUES ALL DAY!

Did you know. . . . In addition to being a portal to our MLS website, the Association's website (ranww.org) has a wealth of information to help in your day-to-day business? Take a look at some of what you can find there!

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|--|---|
| ⇒ a member's phone number, address & e-mail | ⇒ contact information for officers, directors and staff |
| ⇒ membership application and dues schedule | ⇒ calendar of events |
| ⇒ copy of Code of Ethics and complaint form | ⇒ committee members |
| ⇒ MLS Rules & Regulations and input forms | ⇒ directions to the Association's office |
| ⇒ real estate news | ⇒ current and archived newsletters |
| ⇒ electronic lockbox rules and application forms | ⇒ helpful links to other popular websites |

Why not make ranww.org your home page????

MLS COMMITTEE REPORT

At the July 13 MLS Committee meeting, the Committee took the following actions:

- √ . . . Approved amending the MLS Rules and Regulations to add the following: “Photos submitted to the MLS cannot be altered to misrepresent the property.” (There have been instances of editing photos to enhance the property by brushing out undesirable features such as power lines. We have not encountered that; this rule is to prevent that.)
- √ . . . Approved amending the MLS Rules and Regulations as follows: “Listings of real property. . . shall be delivered to the MLS within 72 hours, excluding weekends. . . .” (Revised from 48 hours)
- √ . . . Approved contracting with Focus Forward Consulting to assist us in negotiating with Offutt. The goal is to have the consultant negotiate on our behalf for an early end of our contract with Offutt and to assist us in selecting and contracting with a new vendor. Our previous plan to implement one of the other MLS applications offered through MarketLinx (Offutt) and run parallel systems has not materialized. Our expectation was to offer an alternative program in about three months; the actual date for being able to do that is almost a year away. The Committee recognizes we need to replace InnoVia as soon as possible, so that is no longer an option.
- √ . . . Discussed our current lockbox contract. Our contract allows us to have lockboxes refurbished, which includes changing the battery. The Committee reached the consensus that members should be asked to check on the battery life of their safes (it’s one of the ReaderKey functions) and return any safe to the MLS office with 50% of less battery life. **Please check the safes in your inventory to avoid having them fail because the battery has died!**
- √ . . . The Committee discussed the ongoing problem of manufactured homes not being identified in the MLS. We recognize there is confusion in this area since both the type and style include manufactured. The committee is working on a better way of entering manufactured homes in the MLS and welcomes input.

REMINDER: If you are using “search the MLS” or similar wording on your website, please change it to “search properties for sale” or something similar; do not use the term MLS.



About 50% of the members are using BookAShowing and are giving it high marks. Agents, support staff and buyers and sellers are using the system—here’s what they’ve said about the program:

- > *“This program is a great asset to our industry. It is a time saver for everyone from the agent to the brokers, support staff and the client/customer. This a great program and will aid any firm, small or large.”*
- > *“BookAShowing has truly made real estate faster, more efficient and is the best tool I have seen in years for agents and office staff. The ability to set up showings in a matter of minutes instead of making numerous phone calls is wonderful! My clients are excited and pleased with the option of being able to view showing feedback anytime with a click of the mouse.”*
- > *“The online feedback helps the seller understand how their house is being received, if there are issues they could address that would result in a sale and an idea about how their house stands among the other houses for sale in the market. Without BookAShowing.com, this sort of information is often not available to the seller.”*

Are **you** saving valuable time and giving **your** clients the valuable insight this program offers?? Remember—it’s a tool available to you through the MLS; click on the BookAShowing.com icon at the bottom of the MLS home page for details.

Don’t take our word for it that the TechHelpline is a great tool—read what fellow member *Tom Berlage* has to say:

“Dear Billy,

Thank you so much for the great tech service you gave me today. Not only did you cure my Adobe Reader problem, but you also were able to minimize my task bar. And all from Orlando, Florida. Now how cool is that?

. . . I am so pleased that this service is available to Realtors® who are members of RANWW. Thanks!!!!”



TechHelpline

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